



Seasoned Business Transformation, IT, and Supply Chain executive with 19+ years in FMCG, I am recognized for pioneering digital strategy and operational excellence in the fast-paced e-commerce realm at Procter & Gamble. My forte lies in fusing advanced technologies with end-to-end supply chain mastery to catalyze business growth and market agility. Known for spearheading digital transformations, my strategic acumen is backed by global supply chain insights and a focus on sustainable, data-driven results. As a collaborative leader and influential communicator, I champion Industry 4.0 initiatives, leverage agile methods, and drive cultures of innovation, positioning organizations at the forefront of digital evolution.

## Professional Experience

### **Digital Transformation Global Group Director (P&F)**

Oct 2022-Present (Geneva, Switzerland)

- Engineered a \$150M revenue boost in digital sales through strategic leadership in eCommerce optimization and content management, targeting a \$1B growth within a lean operational framework.
- Implemented a scalable 'Theory of Constraints' methodology, slashing cycle times by 75% and pioneering cost-effective resource allocation across global operations.
- Recognized as an elite eContent Expert, one of five globally, instrumental in knowledge dissemination and spearheading capability development initiatives within P&G.
- Consolidated digital toolsets and best practices into a cohesive platform, enhancing e-commerce efficiency and driving consistent execution across international markets.
- Awarded for executive leadership in executing transformative digital strategies, achieving operational excellence, and fostering a culture of innovation at an organizational level.

### **Europe eCommerce Operations Director**

Aug 2022 - Sept 2022-Present (Geneva, Switzerland)

- Orchestrated a digital operations strategy leveraging deep supply chain expertise, propelling a 300% eCommerce growth and streamlining content delivery by 85%.
- Directed the implementation of an advanced Product Information Management system, crafting IT solutions that enriched content accuracy and consumer conversion.
- Championed value stream enhancements, integrating IT with supply chain efficiencies to slash process times by 75% and elevate productivity by 60%.
- Secured a 40% cost reduction through astute contract negotiations, optimizing vendor management in alignment with strategic eRetail objectives.
- Drove an organizational redesign rooted in supply chain principles, achieving \$750K savings and garnering acclaim for transformative leadership.

### **Supply Chain Department Leader: Global Developing Markets (P&G)**

April 2017- July 2019 (Expat Assignment in Dubai, United Arab Emirates)

- Cross Organization Leader for consensus forecast across all P&G consumer goods categories for 46 markets
- Delivered better than targeted forecast accuracy 1 month out (SP1) at 5% and 3 months out (SP3) at 3%
- Created and deployed a tech driven Supply Chain transformation project for distributor capability by introducing cloud-based ERP and DRP tools as well as process and systems.
- Inventory reduction on high value category (Braun) of 15% and service result improvement from 60% to 90%+

### **Senior Procurement Leader: Global Packaging and Hygiene Purchases (P&G)**

*Jul 2014- March 2017 (Geneva, Switzerland)*

- Negotiated and new contract terms with one supplier worth \$50 million over 3 years
- Managed a spend of over \$500 Million with suppliers globally for Always, Tampax and Pampers brands.
- Delivered savings of over 5% year on year
- Developed and executed 2<sup>nd</sup> level buying sourcing strategy to deliver business reliability and continuity
- Mastery in the synthetic fibers industry especially in PET/PP/BICO and natural Viscose
- Led the eCommerce omni channel packaging development and launched multiple categories with great success

### **Global Supply Network Design and Supply Chain Leader: Female Beauty and Cosmetics**

*Nov 2010 – Jun 2014 (Geneva, Switzerland)*

- Team leader and owner of the global distributor S&OP consensus forecast for P&G cosmetics (Max Factor, Cover Girl and Olay) business: \$500 million.
- Led global cross organizational projects which delivered efficiencies and savings of over \$7 million
- Created work processes disruption and redesign which resulted in a forecast accuracy improvement of over 500%; eliminating a mix forecast inaccuracy of over \$10 million, air freight cost reduction by 80%, service results improved from 60% to 98%, and inventory days forward coverage reduced by nearly 15%.
- Responsibility for global cash and service results for P&G cosmetics International Operations

### **Operations Leader London Warehouse (P&G)**

*Nov 2008 – Nov 2010 (London, UK)*

- Operational leader for the warehouse managing movement, loading and unloading of over 300 trucks daily.
- Increased efficiency of truck turnaround time by over 200% and improved case pick productivity 15%
- Negotiated contract and had the ownership to ensure the 3<sup>rd</sup> party logistics provider delivered their KPIs
- Delivered year on year productivity and cost saving targets making London warehouse one of the most efficient \$/case business in P&G Western Europe operations.
- Successfully led the team involved in internal stewardship, quality, and safety audits for the entire site

### **Demand Planner – UK Laundry Business (P&G)**

*Aug 2005 – Nov 2008 (London, UK)*

- Led the demand planning forecasting process (S&OP) for the UK market worth approx. \$1 billion USD
- Created a new Statistical Forecasting process and demand volatility for the UK market, was recognized with a global award. Process reapplied globally.
- UK owner of inventory within window for all categories, reduced NPI creation for the UK market and delivered best in class results for the Fabric and Homecare categories globally.
- Managed a team of 3 planners starting from the 2<sup>nd</sup> year of employment at P&G

### **Speaking and Presentation Skills Highlights**

**Comfortable in presenting to large crowds:** speech delivered to over 20,000 at the MN state capital

**Highly capable in delivering content to smaller audiences:** guest key note speaker at Ecole International Geneva

**Effective Knowledge Sharer:** Professor of the year 2021 EU Masters in Business Studies, Annecy FR. SC and Procurement.

**Impactful Trainer:** Trainer of the year for P&G courses on communication and coaching skills

**Versatile Communicator:** Geneva ZigZag improv troupe member and co-creator

### **Education**

- Bachelors of Business Administration: Business Computer Information Systems  
Minor in Psychology: Social Psychology.
- *Saint Cloud State University, Minnesota, USA – Aug 2002*  
*Virginia Tech, Virginia, USA – Aug 1999*